

## January 2012 Show Synopsis

From: **AMCAHQ** (amcahq@knology.net)

Sent: Tue 1/24/12 7:12 AM

To: 'AMCAHQ' (amcahq@knology.net)

All, it was very busy last week so please excuse the late email....I guess the best way to sum up our Show is "Job Well Done" and perhaps even Mission Accomplished. They're lots of "well dones" to go around. I think that they are equally shared by the membership for their participation and getting the word out and also those ideals which embody what AMCA stands for...maintaining high standards of collectible militaria, the free-exchange of knowledge, as well as, high ethical and professional conduct wrapped in a venue unlike any other Show event in the State of Alabama!

In recent emails from members some have commented that we have "turned the corner", a comment certainly fostered by the unprecedented public / member support, we realized at the show, commenting that we have now joined the ranks of serious Military Shows. Others have asked.."what did we do differently"? Well we added another radio station to our advertising, extended the run time in our local newspaper and had an ad in Gun Digest. Actually, these are not major changes in the campaign and in my opinion none of these contributed significantly to the packed house we enjoyed. I believe it was continuing to adapt and attack our advertizing, capitalize on what works and put-aside what doesn't...It's too early to say conclusively that we have 'turned to corner", however we've certainly "rounded the bend". Thanks to YOU!

Oh!. if its of any particular importance to know the gate, on Saturday it was close to 900 and Sunday, at 1330 the number was 265. That said, given the exodus following the Display Awards presentations which seemed infectious, there were an additional 85 people that came into the Show that we didn't charge, and after that...well..we stopped counting. If we had charged the 85 we would have had additional revenue to pay both HPD Officers for the services on Sunday! The Sunday number may have reached ~400. There were those that stayed and I was told did quite well. That seems like a good segway into my comment on the exodus. I'll take the heat on this one..as I announced that the show would close a 4PM. That announcement was directed towards the public so they could plan accordingly...not the table holders. We do not have to be out of the building until 5PM. We picked MLK weekend because most of us don't have to work on Monday, so staying until 4PM would seem to be a reasonable request. Another member told me later in the day Sunday that the public that came in after the exodus were upset to see so many vacant tables when the Show is advertised to be open until 4PM. To reflect for a moment on past Shows, I receive numerous comments from members stating that if we could get more people in on Sunday, they would stay longer...Well? nuf-said.

Let's talk table reservations for a moment...we are unable to guarantee you will have a table without a table reservations form received with applicable fees. If you pre-register at the show you have a guaranteed choice (1) Same Location or (2) Another Location. If your membership is or will expired before the Show, it must be renewed for your table reservations form to be accepted. If you believe we've "turned the corner" or "rounded the bend", I strongly suggest that you reserve your table(s) as early as possible. There were five (5) Pre-registration for your June 23-24 Show. Their table are Guaranteed!

On a lighter note but equal important we have eighteen (18) New Members join AMCA; Jim Watkins (Somerville, AL), Sean Farley (Montgomery, AL), Steve Myers (Huntsville, AL), Stephen Cranidiotis (Madison, AL), John Broadfoot (Florance, AL), Joseph Baird (Huntsville, AL), Roy Taylor (Huntsville, AL), Steve Szulczynski (Panama City, FL), Steve Brannan (Birmingham, AL), Robert Light (Harvest, AL), Jonathan Miller (Lewisburg, TN), Aaron Mosher (Madison, AL), Bob Murphy (Murfreesboro, TN), Mike Coleman (Harvest, AL), Sam Kehoe (Manchester, TN), Fred Ufford (Chickamauga, GA), Robert Miller (Huntsville, AL) and Kevin Molinaro (Fairfield, PA)...WELCOME To AMCA. We hope that you take enjoy of your membership opportunities and participate at each opportunity.."with membership participation we can preserve history for future generation and educate the public about our hobby and our passion".

Curiously enough we also had eighteen (18) membership renewals..two (2) were upgrades to LIFE Membership, Vincent DiNardi and Robert Jaques! Thanks you & Congratulations...

We had a total of ten (10) displays, four of the displays were members of your AMCA BOD's and were NOT

judged. As you have heard me say numerous times..putting a display together is not always an easy task. I commend everyone that displayed and challenge your to display in June. There are many of you that collect very unique military items and I encourage you to meet the challenge and display at the next show. Third Place Award went to Mike Kelso for his Imperial German display, the Second Place Award went to David Roger for his VC-Vietnamese display and First Place Award, is no stranger to Doss White for his Japanese Invasion Currency display. Congratulation to the recipients of our 5th Anniversary Display Awards...you are ALL Winners!!!

In closing, if you joined AMCA in 2007 and have remained a Member in Good Standing and DID NOT receive your 5-Year Pin, you can receive it at the June 2012 Show....Thank you for your Support!

Tom